ORDER

Orders Order / Rev: 708100 06289073 Alt Order #:

> **CROSSROADS GPS** Product Desc:

Estimate: 1268

08/23/12 - 08/29/12 Flight Dates: 08/20/12 / 08/28/12

Original Date / Rev:

Order Type: Political

WKYC

Primary AE: Joe Knauer

Sales Office: T-WAS

Sales Region: NAT

Mentzer Media Services/ POL Agency Name:

Buying Contact:

Billing Contact:

600 Fairmount Ave. Suite 306

Towson, MD 21286

Billing Calendar:

Billing Type:

Billing Cycle:

Agency Commission:

15%

00:15:00

Cash

Broadcast

EOM/EOC

Crossroads GPS Advertiser Name:

> Demographic: A35+

Product Codes: IS-Candidate/Presidential,IS-Candidate/

Priority: P-5

Revenue Codes: AGY, GEN, POL New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount			
07/30/12	08/26/12	36	\$52,700.00	\$44,795.00			
08/27/12	08/29/12	41	\$47,800.00	\$40,630.00			

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	36	\$52,700.00	\$44,795.00	0.00
September 2012	41	\$47,800.00	\$40,630.00	0.00
Totals	77	\$100,500.00	\$85,425.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share	Share	Total
WKYC	26%	\$100,500.00
Market	100%	\$386,538.46

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	25%	\$96,634.62
WJW	24%	\$92,769.23
WOIO	25%	\$96,634.62
WUAB	0%	\$0.00

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
E 1 WKYC	08/23/12	08/24/12	M-F 6-7a	CM	6a-7a	TF	:30	2	\$1,000.00 P-5	0.00 NM	2	\$2,000.00
			Channel 3 News 7	Γoday @ 6ΑΝ	I							
1X PER	DAY											
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/2	20/12	08/26/12	TF	2	\$1,000.00	0.00						
E 2 WKYC	08/23/12	08/24/12	M-F 7-9a Today	СМ	7a-9a	TF	:30	4	\$1,000.00 P-5	0.00 NM	4	\$4,000.00
			Today Show									
2X PER	DAY											
Star	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 08/2	20/12	08/26/12	TF	4	\$1,000.00	0.00						
E 3 WKYC	08/23/12	08/24/12	M-F 9-10a Today	II CM	9a-10a	TF	:30	2	\$550.00 P-5	0.00 NM	2	\$1,100.00
			Today Show II									

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Order / Rev: 708100

Advertiser: Crossroads GPS

CROSSROADS GPS Alt Order #: 06289073 Product Desc: WKYC

Flight Dates: 08/23/12 - 08/29/12 Estimate: 1268

Ln Ch Start End	Inventory Code	Break Start/End	d Time Days	Len Sp	oots Rate Pri	Rtg Type	Spots	Amount
Start Date Week: 08/20/12	Weekdays Spots	<u>Rate</u> 2 \$550.00	. <u>— </u>			I		
E 4 WKYC 08/23/12 08/24/12		CM 1p-2p	TF	:30	2 \$500.00 P-5	0.00 NM	2	\$1,000.00
1X PER DAY	Days of Our Lives							
Start Date End Date		s/Week Rate	Rating					
Week: 08/20/12 08/26/12 E 5 WKYC 08/23/12 08/24/12	TF M-F 4-5p	2 \$500.00 CM 4p-5p	0.00 TF	:30	2 \$500.00 P-5	0.00 NM	2	\$1,000.00
	Ellen Degeneres	Civi 4p-5p	11	.30	2 \$500.00 F-5	U.UU INIVI	2	φ1,000.00
1X PER DAY Start Date End Date	Weekdays Spots	s/Week Rate	Rating					
Week: 08/20/12 08/26/12	TF	2 \$500.00	0.00					
E 6 WKYC 08/23/12 08/24/12	M-F 5-6p Dr. Phil	CM 5p-6p	TF	:30	3 \$750.00 P-5	0.00 NM	3	\$2,250.00
1X TH 2X FRI	DI. FIIII							
Start Date	Weekdays Spots	3 \$750.00						
E 7 WKYC 08/23/12 08/24/12		CM 6p-630p	TF	:30	2 \$2,000.00 P-5	0.00 NM	2	\$4,000.00
1X PER DAY	Channel 3 News at 6p							
Start Date End Date	Weekdays Spots	s/Week Rate	Rating			l		
Week: 08/20/12 08/26/12	TF	2 \$2,000.00						
E 8 WKYC 08/23/12 08/24/12	Nightly News Nightly News	CM M-Su 6:28	3p-7p TF	:30	2 \$3,000.00 P-5	0.00 NM	2	\$6,000.00
1X PER DAY								
<u>Start Date</u> <u>End Date</u> Week: 08/20/12 08/26/12	Weekdays Spots	<u>8/Week</u> <u>Rate</u> 2 \$3,000.00						
E 9 WKYC 08/23/12 08/24/12	•	CM 7-730p	TF	:30	2 \$1,200.00 P-5	0.00 NM	1	\$1,200.00
1X PER DAY	Channel 3 News at 7P							
Start Date End Date		s/Week Rate	. <u> </u>					
Week: 08/20/12 08/26/12 Spot Ch Date Range I	TF Description	2 \$1,200.00 Start/End Time		Weekdays	Length Rate	Rtg Type		
1 NKYC 08/20/12-08/26/12	M-F 7-730p	7-730p	-	ThF	:30 (\$1,200.00)	0.00 NM		
<i>Unresolved</i> [Browns game]								
E 10 WKYC 08/23/12 08/24/12	_	CM 1135p-123	37aTF	:30	3 \$750.00 P-5	0.00 NM	3	\$2,250.00
1X TH 2X FRI	Tonight Show							
Start Date End Date	Weekdays Spots	s/Week Rate						
Week: 08/20/12 08/26/12 E11 WKYC 08/23/12 08/25/12		3 \$750.00 CM 11P-1135		:30	3 \$2,800.00 P-5	0.00 NM	3	\$8,400.00
	Late News (M-Su)				φ_,σσσσσσσσσσσσσσσσσσσσσσσσσσσσσσσσσσσσ		-	40, 100100
1X PER DAY Start Date End Date	Weekdays Spots	s/Week Rate	Rating					
Week: 08/20/12 08/26/12	TFS-	3 \$2,800.00	0.00					
E 12 WKYC 08/25/12 08/25/12	SAT TDY NBC Today Show (Sa)	CM 7a-9a	S-	:30	2 \$1,000.00 P-5	0.00 NM	2	\$2,000.00
<u>Start Date</u> <u>End Date</u> Week: 08/20/12 <u>End Date</u>	Weekdays Spots	s/Week Rate 2 \$1,000.00						
E 13 WKYC 08/25/12 08/25/12		CM 730-8p	S-	:30	1 \$500.00 P-5	0.00 NM	0	\$0.00
Start Date End Date	Sat 730-8P Weekdays Spots	s/Week Rate	Rating					
Week: 08/20/12 08/26/12	S-	1 \$500.00	0.00	M/ I - I	Leasth Date	D		
Spot Ch Date Range I 1 NKYC 08/20/12-08/26/12	<u>Description</u> Sat 730-8p	Start/End Time 730-8p	<u>.</u>	<u>Weekdays</u> Sa-		Rtg Type 0.00 <i>NM</i>		
<i>Unresolved</i> [Indians Game]								
E 14 WKYC 08/25/12 08/26/12	SS 9-1030a	CM 9a-1030a	Sa/SuSS	3 :30	2 \$1,000.00 P-5	0.00 NM	2	\$2,000.00

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WKYC

Order / Rev: 708100

Advertiser: Crossroads GPS

Alt Order #: 06289073

CROSSROADS GPS Product Desc:

Flight Dates: 08/23/12 - 08/29/12 1268

Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime D	ays	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
E 14 WKYC	08/25/1	2 08/26/12	SS 9-1030a Channel 3 News	CM 9am Sa/Su	9a-1030a Sa	a/Su	SS	:30	2	\$1,000.00 P-5	0.00 NM	2	\$2,000.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 08/2		08/26/12	SS		\$1,000.00	0.00	CC			#0.000.00 P.F.	0.00.004		# 4.000.00
E 15 WKYC	08/25/1	2 08/26/12	EN (Sa-Su) Early News (Sa-S	CM Su)	6P-7P Sa/Su (6:00 PM-6:3		SS	:30	2	\$2,000.00 P-5	0.00 NM	2	\$4,000.00
Sta Week: 08/2	rt Date	End Date 08/26/12	Weekdays SS	Spots/Week	Rate \$2,000.00	Rating 0.00							
E 16 WKYC			SUN TDY	CM	8a-9a		S	:30	1	\$1,000.00 P-5	0.00 NM	1	\$1,000.00
			NBC Today Show	, ,									
Sta Week: 08/2	rt Date 20/12	End Date 08/26/12	Weekdays S	Spots/Week 1	Rate \$1,000.00	Rating 0.00							
E 17 WKYC			NFL Pre Season	FootbalCM	NFL Pre-Sea		S	:30	3	\$3,500.00 P-5	0.00 NM	3	\$10,500.00
•			NFL Pre-Season		(8:15 PM-11:	′							
Sta Week: 08/2	rt Date 20/12	End Date 08/26/12	<u>Weekdays</u> S	Spots/Week 3	Rate \$3,500.00	Rating 0.00							
E 18 WKYC			M-F 6-7a	CM	6a-7a		W	:30	3	\$1,000.00 P-5	0.00 NM	3	\$3,000.00
1X PER	DAV		Channel 3 News	Today @ 6AM	1								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 08/2		09/02/12	MΓW		\$1,000.00	0.00							
E 19 WKYC	08/27/1	2 08/29/12	M-F 7-9a Today Today Show	CM	7a-9a	MΓ	W	:30	6	\$1,000.00 P-5	0.00 NM	6	\$6,000.00
2X PER	DAY		roday Onow										
	rt Date	End Date	Weekdays MTW	Spots/Week	Rate	Rating							
Week: 08/2 E 20 WKYC		09/02/12	M-F 9-10a Today		\$1,000.00 9a-10a	0.00 MT	W	:30	6	\$550.00 P-5	0.00 NM	6	\$3,300.00
			Today Show II	. •						***********			40,000.00
2X PER	DAY rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 08/2		09/02/12	MTW	6	\$550.00	0.00							
E 21 WKYC	08/27/1	2 08/29/12	Days of Our Lives		1p-2p	МГ	W	:30	4	\$500.00 P-5	0.00 NM	4	\$2,000.00
1X M,W	2X TH		Days of Our Lives	5									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 08/2		09/02/12	MTW	4	\$500.00	0.00				4 500 00 D 5	0.00.104		# 0.000.00
E 22 WKYC	08/27/1	2 08/29/12	M-F 4-5p Ellen Degeneres	СМ	4p-5p	MI	W	:30	4	\$500.00 P-5	0.00 NM	4	\$2,000.00
1X M,W	2X TH		-										
Sta Week: 08/2	rt Date 27/12	End Date 09/02/12	<u>Weekdays</u> MTW	Spots/Week 4	<u>Rate</u> \$500.00	Rating 0.00							
E 23 WKYC			M-F 5-6p	CM	5p-6p		W	:30	3	\$750.00 P-5	0.00 NM	3	\$2,250.00
4V DED	DAY		Dr. Phil										
1X PER Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 08/2	27/12	09/02/12	MΓW	3	\$750.00	0.00							
E 24 WKYC	08/27/1	2 08/29/12	M-F 6-630p Channel 3 News	CM	6p-630p	МГ	W	:30	3	\$2,000.00 P-5	0.00 NM	3	\$6,000.00
1X PER	DAY		Charmer 5 News	αι υρ									
	rt Date	End Date	<u>Weekdays</u> MTW	Spots/Week	Rate	Rating							
Week: 08/2 E 25 WKYC		09/02/12	Nightly News	CM	\$2,000.00 M-Su 6:28p-	7n MT	W	:30	3	\$3,000.00 P-5	0.00 NM	3	\$9,000.00
		_ 00,_0,	Nightly News	· · · ·	04 0.20			.00	Ū	40,000.00.	0.00		ψο,σσσ.σσ
1X PER	DAY rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 08/2		09/02/12	MTW		\$3,000.00	0.00							
E 26 WKYC	08/27/1	2 08/29/12	M-F 7-730p	CM	7-730p	МГ	W	:30	3	\$1,200.00 P-5	0.00 NM	3	\$3,600.00
1X PER	DAY		Channel 3 News	at 7P									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 08/2	27/12	09/02/12	MTW	3	\$1,200.00	0.00						l	

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WKYC

Order / Rev: 708100

06289073

Advertiser: Crossroads GPS

Alt Order #:

Product Desc: **CROSSROADS GPS**

Flight Dates: 08/23/12 - 08/29/12 1268

Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End Tin	ne Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 26 WKYC	08/27/12	08/29/12	M-F 7-730p	CM	7-730p	MΓW	:30	3	\$1,200.00 P-5	0.00 NM	3	\$3,600.00
			Channel 3 News	at 7P								
1X PER	DAY											
E 27 WKYC	08/27/12	08/29/12	Tonight Show	CM	1135p-1237a	MTW	:30	3	\$750.00 P-5	0.00 NM	3	\$2,250.00
			Tonight Show		(11:35 PM-12:3	35 XM)						
1X PER	DAY											
Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/2	27/12	09/02/12	МГW	3	\$750.00	0.00						
E 28 WKYC	08/27/12	08/29/12	M-F 11-1135p	CM	11-1135p	MTW	:30	3	\$2,800.00 P-5	0.00 NM	3	\$8,400.00
			Channel 3 News	at 11p M-F								
1X PER	DAY											
Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/2	27/12	09/02/12	MTW	3	\$2,800.00	0.00						
										Totals	77	\$100,500.00